Industry Sales

ORDINARY

	Face Amount (in millions)			Number of Policies (in thousands)		
	1980	1981	1981/1980	1980	1981	1981/1980
January	$ 25,058	$ 27,468	110%	987	984	100%
February	26,838	30,352	113	1,107	1,145	103
March	30,459	36,537	120	1,229	1,379	112
April	31,618	37,055	117	1,201	1,267	105
May	30,764			1,168		
June	31,217			1,190		
July	30,373			1,142		
August	29,348			1,133		
September	30,635			1,176		
October	34,215			1,291		
November	30,751			1,126		
December	39,837			1,249		
Year total	$371,113			13,999		
Year to date	$113,973	$131,412	115%	4,524	4,775	106%

Face Amount by State (in thousands)

	Month	Year to date	1981/1980 Month	1981/1980 Year to date		Month	Year to date	1981/1980 Month	1981/1980 Year to date
Alabama	$ 669,917	$2,505,764	116%	119%	Montana	$ 129,183	$ 437,004	122%	108%
Alaska	67,867	238,453	95	111	Nebraska	334,423	1,220,177	119	117
Arizona	499,556	1,716,164	124	119	Nevada	156,393	462,185	146	112
Arkansas	312,400	1,047,794	120	112	New Hampshire	147,433	501,783	118	115
California	4,201,616	14,665,284	115	116	New Jersey	1,184,792	4,309,366	110	111
Colorado	690,516	2,386,646	131	125	New Mexico	211,445	704,480	125	109
Connecticut	560,215	2,004,280	118	116	New York	2,383,154	8,642,528	116	118
Delaware	105,827	358,443	144	113	North Carolina	883,698	3,292,383	114	114
D.C.	99,461	375,766	104	102	North Dakota	139,545	491,119	104	108
Florida	1,731,790	6,112,356	122	120	Ohio	1,659,480	5,856,720	113	110
Georgia	1,078,356	3,761,806	116	111	Oklahoma	593,689	2,207,001	125	129
Hawaii	191,574	674,340	116	106	Oregon	389,610	1,312,573	121	117
Idaho	170,989	598,791	122	120	Pennsylvania	1,547,398	5,514,667	111	109
Illinois	1,915,774	6,732,061	113	108	Rhode Island	162,059	584,676	108	113
Indiana	826,889	2,964,087	117	115	South Carolina	502,121	1,792,379	116	114
Iowa	536,345	1,884,483	119	115	South Dakota	134,746	504,799	112	117
Kansas	420,638	1,533,915	111	115	Tennessee	726,469	2,577,753	126	115
Kentucky	457,494	1,684,266	108	113	Texas	3,036,792	10,867,995	125	124
Louisiana	871,787	3,002,341	115	117	Utah	379,473	1,258,585	137	131
Maine	130,584	449,907	107	103	Vermont	66,275	227,354	106	102
Maryland	686,986	2,437,531	121	118	Virginia	913,812	3,236,958	119	119
Massachusetts	787,539	2,853,729	119	114	Washington	635,779	2,273,752	109	116
Michigan	1,069,191	3,683,674	121	110	West Virginia	186,128	682,386	109	108
Minnesota	643,127	2,350,661	115	115	Wisconsin	635,408	2,239,282	111	108
Mississippi	389,240	1,315,624	131	125	Wyoming	80,621	293,942	99	102
Missouri	719,232	2,581,478	115	115	U.S. TOTAL	$37,054,836	$131,411,491	117%	115%

GROUP

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 13,345	$ 13,596	102%
February	10,483	12,462	119
March	15,320	15,589	102
April	10,099	11,010	109
May	9,602		
June	14,932		
July	12,172		
August	15,023		
September	14,146		
October	12,156		
November	12,265		
December	30,641		
Year total	$170,184		
Year to date	$ 49,247	$ 52,657	107%

INDUSTRIAL

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 293	$ 157	54%
February	324	154	47
March	354	219	62
April	346	189	55
May	291		
June	276		
July	257		
August	273		
September	274		
October	218		
November	196		
December	173		
Year total	$3,275		
Year to date	$1,317	$ 719	55%

UNITED STATES

Ordinary Sales Results of 146 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER $1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1981/1980						
	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 227,503	$ 242,415	$ 16,875,280	$ 18,499,764	609,435	606,807	$13.48	$13.10	$27,690	$30,487	$373	$399	107%	110%	100%	97%	110%	107%	January
February	232,927	252,466	17,980,662	20,420,124	677,666	700,259	12.95	12.36	26,533	29,161	344	361	108	114	103	95	110	105	February
March	264,965	302,041	20,381,905	24,599,866	748,439	844,583	13.00	12.28	27,233	29,127	354	358	114	121	113	94	107	101	March
April	262,296	300,253	21,156,140	25,028,758	734,798	781,540	12.40	12.00	28,792	32,025	357	384	114	118	106	97	111	108	April
May	254,766		20,558,531		720,122		12.39		28,549		354								May
June	266,197		20,847,993		732,662		12.77		28,455		363								June
July	259,592		20,291,956		705,776		12.79		28,751		368								July
August	248,132		19,629,334		701,690		12.64		27,974		354								August
September	261,072		20,518,227		727,722		12.72		28,195		359								September
October	280,811		22,832,638		780,016		12.30		29,272		360								October
November	257,535		20,611,219		688,606		12.49		29,932		374								November
December	344,275		26,592,675		763,071		12.95		34,850		451								December
Year total	$3,160,071		$248,276,560		8,590,003		$12.73		$28,903		$368								**Year total**
Year to date	$ 987,691	$1,097,175	$ 76,393,987	$ 88,548,512	2,770,338	2,933,189	$12.93	$12.39	$27,576	$30,188	$357	$374	111%	116%	106%	96%	109%	105%	**Year to date**
135 Ordinary Companies or Departments																			
January	$ 187,529	$ 197,884	$ 13,980,371	$ 15,549,258	390,047	363,879	$13.41	$12.73	$35,843	$42,732	$481	$544	106%	111%	93%	95%	119%	113%	January
February	185,923	198,199	14,501,928	16,689,667	417,257	407,104	12.82	11.88	34,755	40,996	446	487	107	115	98	93	118	109	February
March	211,359	232,184	16,486,788	19,858,804	459,341	478,791	12.82	11.69	35,892	41,477	460	485	110	120	104	91	116	105	March
April	211,324	239,186	17,189,739	20,816,063	462,647	477,762	12.29	11.49	37,155	43,570	457	501	113	121	103	93	117	110	April
May	203,326		16,632,706		436,031		12.22		38,146		466								May
June	214,398		17,096,310		448,478		12.54		38,121		478								June
July	209,751		16,674,524		431,791		12.58		38,617		486								July
August	196,414		15,867,326		405,566		12.38		39,124		484								August
September	205,974		16,570,827		423,262		12.43		39,150		487								September
October	225,282		18,800,896		481,374		11.98		39,057		468								October
November	203,710		16,773,368		409,763		12.14		40,934		497								November
December	289,420		22,803,628		497,586		12.69		45,829		582								December
Year total	$2,544,410		$203,378,411		5,263,143		$12.51		$38,642		$483								**Year total**
Year to date	$ 796,135	$ 867,453	$ 62,158,826	$ 72,913,792	1,729,292	1,727,536	$12.81	$11.90	$35,945	$42,207	$460	$502	109%	117%	100%	93%	117%	109%	**Year to date**
Group 1—Month	$ 133,407	$ 147,637	$ 10,528,497	$ 12,529,285	294,630	296,945	$12.67	$11.78	$35,735	$42,194	$453	$497	111%	119%	101%	93%	118%	110%	Group 1—Month
Year to date	$ 504,985	$ 542,191	$ 38,233,885	$ 43,699,683	1,102,374	1,084,986	$13.21	$12.41	$34,683	$40,277	$458	$500	107%	114%	98%	94%	116%	109%	Year to date
Group 2—Month	$ 38,298	$ 45,050	$ 3,070,755	$ 3,719,172	74,297	79,114	$12.47	$12.11	$41,331	$47,010	$515	$569	118%	121%	106%	97%	114%	110%	Group 2—Month
Year to date	$ 150,265	$ 164,368	$ 11,369,452	$ 13,137,874	281,099	279,811	$13.22	$12.51	$40,446	$46,953	$535	$587	109%	116%	100%	95%	116%	110%	Year to date
Group 3—Month	$ 21,737	$ 26,337	$ 1,836,566	$ 2,573,199	50,310	55,448	$11.84	$10.24	$36,505	$46,407	$432	$475	121%	140%	110%	86%	127%	110%	Group 3—Month
Year to date	$ 76,859	$ 89,177	$ 6,486,260	$ 8,861,763	182,222	192,045	$11.85	$10.06	$35,595	$46,144	$422	$464	116%	137%	105%	85%	130%	110%	Year to date
Group 4—Month	$ 11,666	$ 13,548	$ 1,122,130	$ 1,220,443	24,703	25,943	$10.40	$11.10	$45,425	$47,043	$472	$522	116%	109%	105%	107%	104%	111%	Group 4—Month
Year to date	$ 42,000	$ 47,470	$ 3,912,222	$ 4,441,039	94,871	94,277	$10.74	$10.69	$41,237	$47,106	$443	$504	113%	114%	99%	100%	114%	114%	Year to date
Group 5—Month	$ 3,843	$ 4,009	$ 354,871	$ 450,963	11,878	12,594	$10.83	$ 8.89	$29,876	$35,808	$324	$318	104%	127%	106%	82%	120%	98%	Group 5—Month
Year to date	$ 13,662	$ 14,794	$ 1,257,909	$ 1,601,547	43,622	46,758	$10.86	$ 9.24	$28,837	$34,252	$313	$316	108%	127%	107%	85%	119%	101%	Year to date
Group 6—Month	$ 2,373	$ 2,605	$ 276,920	$ 323,001	6,829	7,718	$ 8.57	$ 8.06	$40,551	$41,850	$347	$338	110%	117%	113%	94%	103%	97%	Group 6—Month
Year to date	$ 8,364	$ 9,453	$ 899,098	$ 1,171,886	25,104	29,659	$ 9.30	$ 8.07	$35,815	$39,512	$333	$319	113%	130%	118%	87%	110%	96%	Year to date
22 Combination Companies or Departments																			
Excluding weekly premium ordinary																			
January	$ 38,946	$ 40,819	$ 2,856,581	$ 2,872,659	207,068	209,996	$13.63	$14.21	$13,795	$13,680	$188	$194	105%	101%	101%	104%	99%	103%	January
February	45,701	50,799	3,425,762	3,654,508	245,217	258,851	13.34	13.90	13,970	14,118	186	196	111	107	106	104	101	105	February
March	52,030	65,91[illegible]	3,837,362	4,646,101	270,780	324,763	13.56	14.19	14,172	14,306	192	203	127	121	120	105	101	106	March
April	49,750	58[illegible]	3,923,094	4,139,177	257,838	274,204	12.68	14.08	15,215	15,095	193	212	117	106	106	111	99	110	April
May	49,455		3,858,799		261,693		12.82		14,746		189								May
June	49,493		3,677,508		258,389		13.46		14,232		192								June
July	47,821		3,555,102		251,895		13.45		14,113		190								July
August	49,696		3,700,351		274,502		13.43		13,480		181								August
September	52,872		3,875,826		280,404		13.64		13,822		189								September
October	53,350		3,967,008		275,152		13.45		14,418		194								October
November	52,075		3,783,339		259,319		13.76		14,590		201								November
December	52,776		3,726,399		243,033		14.16		15,333		217								December
Year total	$593,965		$44,187,131		3,085,290		$13.44		$14,322		$193								**Year total**
Year to date	$186,427	$215,795	$14,042,799	$15,312,445	980,903	1,067,814	$13.28	$14.09	$14,316	$14,340	$190	$202	116%	109%	109%	106%	100%	106%	**Year to date**
Weekly premium ordinary																			
Month	$ 1,222	$ 2,806	$ 43,307	$ 73,518	14,313	29,574	$28.22	$38.17	$ 3,026	$ 2,486	$ 85	$ 95	230%	170%	207%	135%	82%	112%	Month
Year to date	$ 5,129	$ 13,927	$ 192,362	$ 322,275	60,143	137,839	$26.66	$43.21	$ 3,198	$ 2,338	$ 85	$101	272%	168%	229%	162%	73%	119%	**Year to date**

CANADA

Industry Sales

ORDINARY

	Face Amount (in thousands)			Number of Policies		
	1980	1981	1981/1980	1980	1981	1981/1980
January	$ 2,436,473	$ 2,467,476	101%	68,160	63,671	93%
February	2,819,554	3,030,374	107	86,975	85,076	98
March	3,145,401	3,413,527	109	90,804	96,954	107
April	3,115,136	3,402,618	109	92,069	90,145	98
May	3,061,616			89,813		
June	3,239,525			94,302		
July	2,996,466			87,109		
August	2,631,786			72,363		
September	2,885,429			83,755		
October	3,547,925			104,301		
November	3,649,922			102,154		
December	3,729,927			90,501		
Year total	$37,259,160			1,062,306		
Year to date	$11,516,564	$12,313,995	107%	338,008	335,846	99%

Face Amount by Province (in thousands)

			1981/1980	
	Month	Year to date	Month	Year to date
Alberta	$ 437,401	$ 1,552,138	120%	114%
British Columbia	359,963	1,328,829	105	104
Manitoba	138,897	440,333	114	100
New Brunswick	69,039	234,524	96	94
Newfoundland	39,419	133,850	144	131
Nova Scotia	76,835	270,888	106	103
Ontario	1,116,500	3,981,923	108	104
Prince Edward Is.	11,106	41,874	112	104
Quebec	1,048,136	3,979,038	107	110
Saskatchewan	105,322	350,598	118	100
Canada total	$3,402,618	$12,313,995	109%	107%

GROUP

	Face Amount (in thousands)		
	1980	1981	1981/1980
January	$ 1,130,678	$ 1,273,432	113%
February	1,429,436	2,672,926	187
March	2,029,081	2,210,724	109
April	1,603,988	1,464,208	91
May	904,290		
June	2,318,719		
July	1,689,295		
August	2,153,086		
September	2,110,371		
October	1,667,875		
November	1,719,377		
December	3,511,262		
Year total	$22,267,458		
Year to date	$ 6,193,183	$ 7,621,290	123%

Ordinary Sales Results of 41 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER $1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1981/1980						
	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 17,226	$ 16,798	$ 1,815,115	$ 1,803,898	50,046	45,049	$ 9.49	$ 9.31	$36,269	$40,043	$344	$373	98%	99%	90%	98%	110%	108%	January
February	20,486	20,903	2,108,901	2,273,413	64,054	62,208	9.71	9.19	32,924	36,545	320	336	102	108	97	95	111	105	February
March	22,860	23,639	2,359,698	2,498,722	66,448	66,419	9.69	9.46	35,512	37,621	344	356	103	106	100	98	106	103	March
April	21,440	23,051	2,308,760	2,567,114	66,551	66,352	9.29	8.98	34,692	38,689	322	347	108	111	100	97	112	108	April
May	21,109		2,266,562		65,046		9.31		34,846		325								May
June	23,300		2,451,470		69,449		9.50		35,299		335								June
July	20,914		2,249,299		63,544		9.30		35,398		329								July
August	17,998		1,956,119		52,059		9.20		37,575		346								August
September	19,712		2,137,079		59,850		9.22		35,707		329								September
October	25,461		2,649,823		75,960		9.61		34,884		335								October
November	25,404		2,721,997		73,915		9.31		36,826		344								November
December	27,024		2,873,553		67,495		9.40		42,574		400								December
Year total	$262,934		$27,898,376		774,417		$ 9.42		$36,025		$340								**Year total**
Year to date	$ 82,012	$ 84,391	$ 8,592,474	$ 9,143,147	247,099	240,028	$ 9.54	$ 9.23	$34,773	$38,092	$332	$352	103%	106%	97%	97%	110%	106%	**Year to date**
Group 1—Month	$ 16,158	$ 16,657	$ 1,724,865	$ 1,748,406	50,682	49,272	$ 9.37	$ 9.53	$34,033	$35,485	$319	$338	103%	101%	97%	102%	104%	106%	Group 1—Month
Year to date	$ 61,584	$ 62,469	$ 6,390,960	$ 6,391,503	187,311	180,158	$ 9.64	$ 9.77	$34,120	$35,477	$329	$347	101%	100%	96%	101%	104%	105%	Year to date
Group 2—Month	$ 3,828	$ 4,525	$ 432,706	$ 555,739	10,949	11,863	$ 8.85	$ 8.14	$39,520	$46,846	$350	$381	118%	128%	108%	92%	119%	109%	Group 2—Month
Year to date	$ 15,088	$ 16,043	$ 1,644,106	$ 1,918,724	42,296	41,940	$ 9.18	$ 8.36	$38,871	$45,749	$357	$383	106%	117%	99%	91%	118%	107%	Year to date
Group 3—Month	$ 1,454	$ 1,869	$ 151,189	$ 262,969	4,920	5,217	$ 9.62	$ 7.11	$30,729	$50,406	$296	$358	129%	174%	106%	74%	164%	121%	Group 3—Month
Year to date	$ 5,340	$ 5,879	$ 557,408	$ 832,920	17,492	17,930	$ 9.58	$ 7.06	$31,866	$46,454	$305	$328	110%	149%	103%	74%	146%	108%	Year to date

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Monthly Survey of LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

This survey gives:

Monthly totals for the industry of ordinary sales volume, numbers of new ordinary policies, group sales volume under new or amended contracts, and—for the United States—industrial sales volume. The total ordinary sales volume in each state and province is also shown. Percent changes between the current period and the corresponding period of the previous year are shown.

Ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The ordinary data include mass-marketed ordinary business, and the group data are based on new or amended contracts and exclude additions to current contracts.

Comparisons with Previous Year

	FACE AMOUNT		NUMBER OF POLICIES		ANNUALIZED PREMIUM	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
Ordinary	111%	114%	100%	104%	109%	111%
Group	134%	111%	—	—	—	—
Industrial	69%	57%	—	—	—	—
CANADA						
Ordinary	111%	108%	100%	100%	106%	103%
Group	157%	127%	—	—	—	—

The industry totals are estimates based on monthly reports from: 166 companies operating in the United States representing 68 percent of the 1979 new ordinary volume sold in that country, 63 percent of the number of new ordinary policies, 80 percent of the volume of new or amended group contracts, and 30 percent of the new industrial volume; 46 companies operating in Canada representing 83 percent of the 1979 new ordinary volume, 82 percent of the number of new ordinary policies, and 79 percent of the volume of new or amended group contracts.

The 146 companies operating in the United States for which the monthly sales results for premiums, policies, volume, and their derived statistics are reported represent 67 percent of the 1979 United States ordinary volume and 61 percent of the ordinary policies sold; the 41 companies operating in Canada represent 77 percent of the 1979 Canadian ordinary volume and 75 percent of the policies. Since no industry data are available on total new ordinary premiums sold, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The groupings of ordinary companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1978. The in force categories of the ordinary groups and, in parentheses, the number of contributing companies or departments in each:

United States

Group 1—$10 billion or more (20)
Group 2—$4 billion to $10 billion (23)
Group 3—$2 billion to $4 billion (27)
Group 4—$1 billion to $2 billion (25)
Group 5—$500 million to $1 billion (18)
Group 6—Less than $500 million (22)

Canada

Group 1—$2 billion or more (14)
Group 2—$700 million to $2 billion (14)
Group 3—Less than $700 million (13)

Industry Sales

ORDINARY

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 25,058	$ 27,468	110%
February	26,838	30,352	113
March	30,459	36,537	120
April	31,618	37,055	117
May	30,764	34,282	111
June	31,217		
July	30,373		
August	29,348		
September	30,635		
October	34,215		
November	30,751		
December	39,837		
Year total	$371,113		
Year to date	$144,737	$165,694	114%

Number of Policies (in thousands)

	1980	1981	1981/1980
January	987	984	100%
February	1,107	1,145	103
March	1,229	1,379	112
April	1,201	1,267	105
May	1,168	1,166	100
June	1,190		
July	1,142		
August	1,133		
September	1,176		
October	1,291		
November	1,126		
December	1,249		
Year total	13,999		
Year to date	5,692	5,941	104%

Face Amount by State (in thousands)

	Month	Year to date	1981/1980 Month	1981/1980 Year to date
Alabama	$ 623,100	$3,128,864	108%	117%
Alaska	68,314	306,767	117	113
Arizona	461,162	2,177,326	123	120
Arkansas	278,375	1,326,169	114	113
California	4,018,192	18,683,476	114	115
Colorado	611,549	2,998,195	108	121
Connecticut	538,369	2,542,649	118	116
Delaware	93,281	451,724	116	114
D.C.	95,971	471,737	85	98
Florida	1,626,888	7,739,244	113	119
Georgia	1,024,281	4,786,087	115	112
Hawaii	182,882	857,222	117	108
Idaho	165,218	764,009	105	117
Illinois	1,758,363	8,490,424	108	108
Indiana	770,333	3,734,420	114	115
Iowa	437,180	2,321,663	108	113
Kansas	389,836	1,923,751	107	113
Kentucky	390,317	2,074,583	97	110
Louisiana	833,352	3,835,693	126	119
Maine	111,686	561,593	98	102
Maryland	654,556	3,092,087	116	118
Massachusetts	720,581	3,574,310	113	114
Michigan	945,150	4,628,824	107	109
Minnesota	534,274	2,884,935	101	112
Mississippi	363,706	1,679,330	132	126
Missouri	672,236	3,253,714	114	114
Montana	$ 110,691	$ 547,695	110%	108%
Nebraska	314,482	1,534,659	122	118
Nevada	135,101	597,286	131	116
New Hampshire	136,974	638,757	109	113
New Jersey	1,123,664	5,433,030	106	110
New Mexico	175,035	879,515	109	109
New York	2,266,286	10,908,814	111	116
North Carolina	891,281	4,183,664	120	115
North Dakota	120,775	621,894	116	109
Ohio	1,429,541	7,286,261	104	108
Oklahoma	499,732	2,706,733	103	123
Oregon	341,015	1,653,588	107	114
Pennsylvania	1,401,362	6,916,029	103	108
Rhode Island	161,760	746,436	112	113
South Carolina	459,340	2,251,719	110	113
South Dakota	115,204	620,003	104	114
Tennessee	695,828	3,273,581	121	116
Texas	2,770,255	13,638,250	113	122
Utah	364,191	1,622,776	121	128
Vermont	60,962	288,316	99	101
Virginia	883,933	4,120,891	116	118
Washington	596,159	2,869,911	115	116
West Virginia	176,135	858,521	101	107
Wisconsin	586,145	2,825,427	105	107
Wyoming	87,456	381,398	134	108
U.S. TOTAL	$34,282,459	$165,693,950	111%	114%

GROUP

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 13,345	$ 13,596	102%
February	10,483	12,462	119
March	15,320	15,589	102
April	10,099	11,010	109
May	9,602	12,837	134
June	14,932		
July	12,172		
August	15,023		
September	14,146		
October	12,156		
November	12,265		
December	30,641		
Year total	$170,184		
Year to date	$ 58,849	$ 65,494	111%

INDUSTRIAL

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 293	$ 157	54%
February	324	154	47
March	354	219	62
April	346	189	55
May	291	202	69
June	276		
July	257		
August	273		
September	274		
October	218		
November	196		
December	173		
Year total	$3,275		
Year to date	$1,608	$ 921	57%

UNITED STATES

Ordinary Sales Results of 146 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER $1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1981/1980						
	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 227,503	$ 242,415	$ 16,875,280	$ 18,499,764	609,435	606,807	$13.48	$13.10	$27,690	$30,487	$373	$399	107%	110%	100%	97%	110%	107%	January
February	232,927	252,466	17,980,662	20,420,124	677,666	700,259	12.95	12.36	26,533	29,161	344	361	108	114	103	95	110	105	February
March	264,965	302,041	20,381,905	24,599,866	748,439	844,583	13.00	12.28	27,233	29,127	354	358	114	121	113	94	107	101	March
April	262,296	300,253	21,156,140	25,028,758	734,798	781,540	12.40	12.00	28,792	32,025	357	384	114	118	106	97	111	108	April
May	254,766	278,529	20,558,531	23,025,557	720,122	714,174	12.39	12.10	28,549	32,241	354	390	109	112	99	98	113	110	May
June	266,197		20,847,993		732,662		12.77		28,455		363								June
July	259,592		20,291,956		705,776		12.79		28,751		368								July
August	248,132		19,629,334		701,690		12.64		27,974		354								August
September	261,072		20,518,227		727,722		12.72		28,195		359								September
October	280,811		22,832,638		780,016		12.30		29,272		360								October
November	257,535		20,611,219		688,606		12.49		29,932		374								November
December	344,275		26,592,675		763,071		12.95		34,850		451								December
Year total	$3,160,071		$248,276,560		8,590,003		$12.73		$28,903		$368								**Year total**
Year to date	$1,242,457	$1,375,704	$ 96,952,518	$111,574,069	3,490,460	3,647,363	$12.82	$12.33	$27,776	$30,590	$356	$377	111%	115%	104%	96%	110%	106%	**Year to date**
135 Ordinary Companies or Departments																			
January	$ 187,529	$ 197,884	$ 13,980,371	$ 15,549,258	390,047	363,879	$13.41	$12.73	$35,843	$42,732	$481	$544	106%	111%	93%	95%	119%	113%	January
February	185,923	198,199	14,501,928	16,689,667	417,257	407,104	12.82	11.88	34,755	40,996	446	487	107	115	98	93	118	109	February
March	211,359	232,184	16,486,788	19,858,804	459,341	478,791	12.82	11.69	35,892	41,477	460	485	110	120	104	91	116	105	March
April	211,324	239,186	17,189,739	20,816,063	462,647	477,762	12.29	11.49	37,155	43,570	457	501	113	121	103	93	117	110	April
May	203,326	220,229	16,632,706	19,136,453	436,031	421,264	12.22	11.51	38,146	45,426	466	523	108	115	97	94	119	112	May
June	214,398		17,096,310		448,478		12.54		38,121		478								June
July	209,751		16,674,524		431,791		12.58		38,617		486								July
August	196,414		15,867,326		405,566		12.38		39,124		484								August
September	205,974		16,570,827		423,262		12.43		39,150		487								September
October	225,282		18,800,896		481,374		11.98		39,057		468								October
November	203,710		16,773,368		409,763		12.14		40,934		497								November
December	289,420		22,803,628		497,586		12.69		45,829		582								December
Year total	$2,544,410		$203,378,411		5,263,143		$12.51		$38,642		$483								**Year total**
Year to date	$ 999,461	$1,087,682	$ 78,791,532	$ 92,050,245	2,165,323	2,148,800	$12.68	$11.82	$36,388	$42,838	$462	$506	109%	117%	99%	93%	118%	110%	**Year to date**
Group 1—Month	$ 129,206	$ 137,959	$ 10,245,044	$ 11,787,704	277,497	272,060	$12.61	$11.70	$36,919	$43,328	$466	$507	107%	115%	98%	93%	117%	109%	Group 1—Month
Year to date	$ 634,191	$ 680,150	$ 48,478,929	$ 55,487,387	1,379,871	1,357,046	$13.08	$12.26	$35,133	$40,888	$460	$501	107%	114%	98%	94%	116%	109%	Year to date
Group 2—Month	$ 38,068	$ 41,097	$ 3,078,240	$ 3,317,022	72,988	65,011	$12.37	$12.39	$42,175	$51,022	$522	$632	108%	108%	89%	100%	121%	121%	Group 2—Month
Year to date	$ 188,333	$ 205,465	$ 14,447,692	$ 16,454,896	354,087	344,822	$13.04	$12.49	$40,803	$47,720	$532	$596	109%	114%	97%	96%	117%	112%	Year to date
Group 3—Month	$ 20,072	$ 22,484	$ 1,732,246	$ 2,220,189	45,953	44,598	$11.59	$10.13	$37,696	$49,782	$437	$504	112%	128%	97%	87%	132%	115%	Group 3—Month
Year to date	$ 96,931	$ 111,661	$ 8,218,506	$ 11,081,952	228,175	236,643	$11.79	$10.08	$36,018	$46,830	$425	$472	115%	134%	104%	85%	130%	111%	Year to date
Group 4—Month	$ 10,739	$ 12,860	$ 1,054,065	$ 1,141,700	23,788	21,860	$10.19	$11.26	$44,311	$52,228	$451	$588	120%	108%	92%	111%	118%	130%	Group 4—Month
Year to date	$ 52,739	$ 60,330	$ 4,966,287	$ 5,582,739	118,659	116,137	$10.62	$10.81	$41,853	$48,070	$444	$519	114%	112%	98%	102%	115%	117%	Year to date
Group 5—Month	$ 2,999	$ 3,590	$ 292,387	$ 393,979	9,536	10,587	$10.26	$ 9.11	$30,661	$37,213	$314	$339	120%	135%	111%	89%	121%	108%	Group 5—Month
Year to date	$ 16,661	$ 18,384	$ 1,550,296	$ 1,995,526	53,158	57,345	$10.75	$ 9.21	$29,164	$34,799	$313	$321	110%	129%	108%	86%	119%	103%	Year to date
Group 6—Month	$ 2,242	$ 2,239	$ 230,724	$ 275,859	6,269	7,148	$ 9.72	$ 8.12	$36,804	$38,592	$358	$313	100%	120%	114%	84%	105%	87%	Group 6—Month
Year to date	$ 10,606	$ 11,692	$ 1,129,822	$ 1,447,745	31,373	36,807	$ 9.39	$ 8.08	$36,013	$39,333	$338	$318	110%	128%	117%	86%	109%	94%	Year to date
22 Combination Companies or Departments																			
Excluding weekly premium ordinary																			
January	$ 38,946	$ 40,819	$ 2,856,581	$ 2,872,659	207,068	209,996	$13.63	$14.21	$13,795	$13,680	$188	$194	105%	101%	101%	104%	99%	103%	January
February	45,701	50,799	3,425,762	3,654,508	245,217	258,851	13.34	13.90	13,970	14,118	186	196	111	107	106	104	101	105	February
March	52,030	65,916	3,837,362	4,646,101	270,780	324,763	13.56	14.19	14,172	14,306	192	203	127	121	120	105	101	106	March
April	49,750	58,261	3,923,094	4,139,177	257,838	274,204	12.68	14.08	15,215	15,095	193	212	117	106	106	111	99	110	April
May	49,455	55,730	3,858,799	3,821,475	261,693	265,568	12.82	14.58	14,746	14,390	189	210	113	99	101	114	98	111	May
June	49,493		3,677,508		258,389		13.46		14,232		192								June
July	47,821		3,555,102		251,895		13.45		14,113		190								July
August	49,696		3,700,351		274,502		13.43		13,480		181								August
September	52,872		3,875,826		280,404		13.64		13,822		189								September
October	53,350		3,967,008		275,152		13.45		14,418		194								October
November	52,075		3,783,339		259,319		13.76		14,590		201								November
December	52,776		3,726,399		243,033		14.16		15,333		217								December
Year total	$593,965		$44,187,131		3,085,290		$13.44		$14,322		$193								**Year total**
Year to date	$235,882	$271,525	$17,901,598	$19,133,920	1,242,596	1,333,382	$13.18	$14.19	$14,407	$14,350	$190	$204	115%	107%	107%	108%	100%	107%	**Year to date**
Weekly premium ordinary																			
Month	$ 1,985	$ 2,570	$ 67,026	$ 67,629	22,398	27,342	$29.62	$38.00	$ 2,992	$ 2,473	$ 89	$ 94	129%	101%	122%	128%	83%	106%	Month
Year to date	$ 7,114	$ 16,497	$ 259,388	$ 389,904	82,541	165,181	$27.43	$42.31	$ 3,143	$ 2,360	$ 86	$100	232%	150%	200%	154%	75%	116%	**Year to date**

CANADA

Industry Sales

ORDINARY

	Face Amount (in thousands)			Number of Policies		
	1980	1981	1981/1980	1980	1981	1981/1980
January	$ 2,436,473	$ 2,467,476	101%	68,160	63,671	93%
February	2,819,554	3,030,374	107	86,975	85,076	98
March	3,145,401	3,413,527	109	90,804	96,954	107
April	3,115,136	3,402,618	109	92,069	90,145	98
May	3,061,616	3,405,245	111	89,813	90,090	100
June	3,239,525			94,302		
July	2,996,466			87,109		
August	2,631,786			72,363		
September	2,885,429			83,755		
October	3,547,925			104,301		
November	3,649,922			102,154		
December	3,729,927			90,501		
Year total	$37,259,160			1,062,306		
Year to date	$14,578,180	$15,719,240	108%	427,821	425,936	100%

Face Amount by Province (in thousands)

			1981/1980	
	Month	Year to date	Month	Year to date
Alberta	$ 413,674	$ 1,965,812	114%	114%
British Columbia	351,451	1,680,280	108	105
Manitoba	120,349	560,682	107	101
New Brunswick	68,854	303,378	105	96
Newfoundland	36,186	170,036	98	122
Nova Scotia	81,023	351,911	124	107
Ontario	1,119,865	5,101,788	109	105
Prince Edward Is.	11,965	53,839	140	111
Quebec	1,103,992	5,083,030	114	111
Saskatchewan	97,886	448,484	112	103
Canada total	$3,405,245	$15,719,240	111%	108%

GROUP

Face Amount (in thousands)			
	1980	1981	1981/1980
January	$ 1,130,678	$ 1,273,432	113%
February	1,429,436	2,672,926	187
March	2,029,081	2,210,724	109
April	1,603,988	1,464,208	91
May	904,290	1,421,568	157
June	2,318,719		
July	1,689,295		
August	2,153,086		
September	2,110,371		
October	1,667,875		
November	1,719,377		
December	3,511,262		
Year total	$22,267,458		
Year to date	$ 7,097,473	$ 9,042,858	127%

Ordinary Sales Results of 41 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER $1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1981/1980						
	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 17,226	$ 16,798	$ 1,815,115	$ 1,803,898	50,046	45,049	$ 9.49	$ 9.31	$36,269	$40,043	$344	$373	98%	99%	90%	98%	110%	108%	January
February	20,486	20,903	2,108,901	2,273,413	64,054	62,208	9.71	9.19	32,924	36,545	320	336	102	108	97	95	111	105	February
March	22,860	23,639	2,359,698	2,498,722	66,448	66,419	9.69	9.46	35,512	37,621	344	356	103	106	100	98	106	103	March
April	21,440	23,051	2,308,760	2,567,114	66,551	66,352	9.29	8.98	34,692	38,689	322	347	108	111	100	97	112	108	April
May	21,109	22,291	2,266,562	2,533,089	65,046	65,228	9.31	8.80	34,846	38,834	325	342	106	112	100	95	111	105	May
June	23,300		2,451,470		69,449		9.50		35,299		335								June
July	20,914		2,249,299		63,544		9.30		35,398		329								July
August	17,998		1,956,119		52,059		9.20		37,575		346								August
September	19,712		2,137,079		59,850		9.22		35,707		329								September
October	25,461		2,649,823		75,960		9.61		34,884		335								October
November	25,404		2,721,997		73,915		9.33		36,826		344								November
December	27,024		2,873,553		67,495		9.40		42,574		400								December
Year total	$262,934		$27,898,376		774,417		$ 9.42		$36,025		$340								**Year total**
Year to date	$103,121	$106,682	$10,859,036	$11,676,236	312,145	305,256	$ 9.50	$ 9.14	$34,788	$38,251	$330	$349	103%	108%	98%	96%	110%	106%	**Year to date**
Group 1—Month	$ 15,739	$ 16,541	$ 1,659,706	$ 1,757,226	48,879	49,142	$ 9.48	$ 9.41	$33,955	$35,758	$322	$337	105%	106%	101%	99%	105%	105%	Group 1—Month
Year to date	$ 77,323	$ 79,010	$ 8,050,666	$ 8,148,729	236,190	229,300	$ 9.60	$ 9.70	$34,086	$35,537	$327	$345	102%	101%	97%	101%	104%	106%	Year to date
Group 2—Month	$ 4,058	$ 4,021	$ 461,548	$ 521,869	11,588	11,230	$ 8.79	$ 7.70	$39,830	$46,471	$350	$358	99%	113%	97%	88%	117%	102%	Group 2—Month
Year to date	$ 19,146	$ 20,064	$ 2,105,654	$ 2,440,593	53,884	53,170	$ 9.09	$ 8.22	$39,078	$45,902	$355	$377	105%	116%	99%	90%	117%	106%	Year to date
Group 3—Month	$ 1,312	$ 1,729	$ 145,308	$ 253,994	4,579	4,856	$ 9.03	$ 6.81	$31,734	$52,305	$287	$356	132%	175%	106%	75%	165%	124%	Group 3—Month
Year to date	$ 6,652	$ 7,608	$ 702,716	$ 1,086,914	22,071	22,786	$ 9.47	$ 7.00	$31,839	$47,701	$301	$334	114%	155%	103%	74%	150%	111%	Year to date

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